

## CAC ACHIEVEMENTS FOR THE 2011 /2012 FINANCIAL PERIOD

ACTIVITY	TARGET FY 2011 - 2012	ACHIEVEMENTS	EXCESS /DEFICIT
Resolution of consumer complaints	On going.  Resolve in 10 working days 85% of complaints handled	Resolution Rate 89% achieved	+ 4%
Advice/Information to Consumers	On going	1605	+ 1,605
Refund/Compensation Secured	On going (\$16M)	J\$12,973,942.06	-\$J3,026,057.94
Community Outreach	30,000 adults 35,000 students	90,599	+25,599
Number of Activities	300	303	+3
Formation of Consumer Clubs in Schools	3	0	-3
Presentations to Groups of Business Persons	12	0	-12
Meeting with Members of the Distributive Trade	12	12	-
Media Exposures – advertisements, advisories, press releases and interviews	200	644	+444
Promotional Programmes Developed	4	1*	-3
Production of New Material - brochures, posters, etc	12	4	-8
Formation and Maintenance of Regional Consumer Advocacy Groups	2 formed	1 Formed	-1
Grocery & Agricultural Products Survey	24	24	-
Hardware Survey	12	10	-2
Petrol Survey	12	13	+1
School Textbook Survey	1	1	-
Consumer Knowledge, Behaviour, and Attitude Survey	4	0	-4
Ad Hoc Surveys	No target set	12*	+12
Consumer Alert™ Publication	18	14	-4

- **Consumer Education**- face to face contact of **90,599** consumers through **303** activities. Thousands more benefitted from information through our media campaigns.
- **Consumer Complaints** – **1,960** were handled of which 1,739 were settled, an average resolution rate of 89%
- **Refunds** - Over **\$12M** was secured on behalf of aggrieved consumers in the form of refunds and compensation.
- **Advice to Consumers** – **1,605** contacts with consumers who sought advice prior to engaging in business transactions. Advice was given to vendors who sought direction concerning redress.
- **Research/Market Surveillance** – The Agency engaged in **60** surveys and market surveillance activities relating to the price and availability of grocery items, petroleum products, hardware items, agricultural commodities and textbooks. As a result of budgetary constraints, a decision was taken to reduce by Hardware surveys to one per quarter; thus, the number of surveys carried out during February and March reflect a shortfall in the projected achievements.

Breakdown of Survey Activities:

- Grocery and Agricultural Products – 24
- Hardware – 10
- Petroleum Products – 13
- Textbooks – 1
- Ad-Hoc surveys – 12 (Banking rates and fees (2), Clientele Studies (3), Solar Water Heaters (1), Customer Satisfaction -JPS, COJ (3), Financial Literacy (2), Impact of Damaged Vehicles Ban (1))
- **Research Project** - At the request of the Minister of Industry, Investment and Commerce, the Commission embarked on an investigation into the impact of the ban on damaged vehicles on stakeholders: businesses and consumers. In May 2008, the Government of Jamaica announced a ban on the importation of damaged vehicles, with importers mandated to land all units negotiated for importation prior to that announcement, by July 31, 2008. The MIIC is currently reviewing the ban on the importation of damaged vehicles, and a study was completed by the Policy, Planning, Projects and Research Division (Ministry). The results of this study, coupled with the results of the CAC's study have provided empirical data to guide policy direction.
- **Media Exposure** – The CAC had a total of **644** Media Exposures. These included:
  - 113 Interviews for print, radio and television
  - 261 Radio Programmes
  - 33 Print Articles

- 108 Television Programmes
- In addition, there were 9 press releases advising of various product recalls.
- Sixty-nine (69) of the media exposures were paid spots.
- **Publication** - The publication of the prices of critical food items in the two major newspapers as well as in the Western Mirror continued throughout the year. There were **14** publications of the CAC's Consumer Alert™ feature. Four (**4**) new publications were printed this year, including a CAC calendar with consumer tips on conservation, budgeting and vigilance.
- **Website and Facebook** - The total Year to Date website activity for the Financial Year 20011/12 was **8,945** visitors who downloaded **20,617** pages.
- **Secretariat Functions** - The Agency functioned as the secretariat for the Distributive Trade Meetings to discuss matters relating to the efficient production, importation and distribution of critical consumer items. Twelve (**12**) such meetings were convened. The Commission also functioned as the secretariat for the Telecommunications tribunal and the Electricity Appeals tribunal.
- **Attendance at Meetings and Committees** - Held membership in more than **25** local and international organizations/committees
  - A number of Standard Committees of Bureau of Standards involved in drafting, reviewing National and CARICOM standards
  - Regional seminars and training on consumer protection
  - Gender Focal Point (Nat. Policy for Gender Equality)
  - National Food Safety Policy
- **Consumer Advocacy** - The agency continued in its efforts to promote and enhance evidence-based consumer advocacy, particularly through its participation in the CI /IDB Project on the Promotion of Consumer Protection in the Caribbean. Component 2 was fulfilled with the successful drafting of a banking code. Public and technical consultations with various stakeholder groups have been initiated with a view to create awareness and support. The project is scheduled to end in July 2012 with Component 3 which includes an extensive consumer education campaign.
- **Other Initiatives**
  - The CAC also participated in the formation of a consumer NGO in Grenada.
  - Meetings were held with MIIC, JPS, NWC representatives regarding utility complaints
  - Consultations were held with automobile stakeholders regarding model year discrepancy in new and used cars: MIIC, FTC, Trade Board, ITA, and Customs Department
  - Jamaica implemented of CARICOM Rapid Alert Exchange System (CARREX) - National Contact (CAC)

## PICTORIAL



**GETTING TO KNOW YOU:** Minister of State, the Hon. Mrs. Sharon Ffolkes Abrahams, flanked by support officers from the MIIC (insert name of MIIC official, (left), Ms. Blue Suit, Director of Interest, Mrs. Dawn Williams, Director of Commerce, and Mrs. Dolsie Allen, CEO, CAC, discuss the strategic priorities of the MIIC and the role CAC should play in fulfilling those objectives a meet and greet session at the CAC in January 2012. Other representatives of the CAC listening in on the discussions were Mrs. Cheryl Martin-Tracey, Director of Field Operations, (back to camera), Mrs. Jeanette Hylton, Finance and Administration Manager.



**A BANKING CODE FOR ALL:** Honourable Minister Anthony Hylton and the Minister of State, the Hon. Mrs Sharon Ffolkes Abrahams, listen keenly to the messages about the Consumer Code of Practices for the Financial Sector or the Banking Code. Miss Candice Ramessar, Consumers International Regional Coordinator,(back left), Mr. Reginald Budhan, Permanent Secretary, MIIC, Mr. Dennis Chung, Project Consultant, and Richard (Dickie) Crawford facilitator are among those present at the first technical consultation on The Banking Code held on January 20, 2012 at the Courtleigh Hotel, in Kingston.



Hundreds of students of the Shortwood Teachers College in St. Andrew listen attentively to the World Consumer Rights Day presenter, Sharryn Dawson, as she speaks on the topic of Financial Literacy on March 15, 2012 under the theme Achieving Financial Independence through Freedom of Choice.



**DENBIGH'S 2011 TEAM:** The CAC's Saturday team at the three-day agricultural show held in Denbigh, includes Mrs. Suzette Grigg-Cummings, Outreach, (front left), Mr. Sheldon Barnes, Research, (back), Mrs. Winsome Harrisingh, Complaints, Miss Dorothy Campbell, Communications, Daniela Dacres, Accounts, and Synley Simms, Field Operations.



**BELOW: MAKING IT PLAIN:** A patron of the Denbigh Agricultural Show 2011 which is held in Denbigh, Clarendon annually, challenges the CAC in a debate about consumer protection and his rights. Looking on are Mr. Synley Simms and Miss Daniela Dacres of the Commission.